



CLAYTON CENTURY
FOUNDATION

enriching our community

**Clayton Century Foundation
Board of Directors Meeting Minutes**

**Wednesday, October 24, 2012
Husch Blackwell
7:00 pm**

Attendees: Gary Feder, Gary Krosch, Scot Boulton, Jill Fisher, JJ Flotken, Judy Goodman, Bob Paster, Cindy Rapponotti, Cheryl Verde, Sally Cohn, Bev Wagner, Steven Rosenblum, Jim Sherby, Mark Winings, Mont Levy, Hugh Scott, Ken Goldman, Elizabeth Robb, John McCormick, Dan Human
Absent: Lotta Fox, Janet Rodgers, Ben Uchitelle, Cynthia Garnholz, Cindy Berger, Lee Hanson
Staff: Patty DeForrest – Director of Parks and Recreation, Sarah Umlauf – Community Resource Coordinator, Brie Cella – Development Coordinator

1. Call to Order
Gary Feder called the meeting to order at 7:05 pm.
2. Approve July 25, 2012 Minutes
The minutes were approved as submitted.
3. Financial Report
Gary Krosch presented the financial report to the board noting that CCF had roughly \$483,000 in cash with about \$454,000 in restricted funds. Gary noted the vast improvement in the revenue subtotal in Fiscal Year 2012 as compared to Fiscal Year 2011 largely due to corporate donations. Gary also noted that after funding roughly \$700,000 in projects, the organization had only spent about \$54,000 in general expenses which is a good ratio. Cindy Rapponotti pointed out a discrepancy on page five in which the Pavilion was mislabeled as the Walking Trail.
4. Development Report

Patty DeForrest presented a project update to the board noting the James Surls is on track to complete the Century Garden sculpture on time. The Hanley House porch project is fully funded and moving forward. Patty has received good bids for the Shaw Park Recreational Trail. A groundbreaking for the trail is set for October 30, 2012. The details of the Nature Garden continue to be worked out by the involved parties. Enterprise has reviewed the plans for the pavilion and is pleased. CCF has a donor to create a Shaw Park Master Plan Overlay that will incorporate great visuals of park projects. Jacobs Engineering completed public engagement regarding the Multi-purpose Facility and made their recommendations for the Ice Rink. Patty also introduced a natural playground project that, in working with the School District, could involve the CCF down the road.

Ken Goldman continued project discussion by noting that there are still needs at the Hanley House, particularly interior restoration. Additionally, CCF could seek funding for programs at the museum. The group should also consider raising funds for an endowment that could cover maintenance costs of new projects.

Ken also discussed 2 additional projects: acquiring more parkland as in the case of Hanley Park and Sally Cohn's idea of funding creative bus stops in Clayton.

The Major Gifts Committee continues to look at approved projects that have yet to be funded. Large corporate donations to CCF slowed down in 2012. The Major Gifts Committee plans to refocus its efforts in soliciting gifts over \$10,000 from both individuals and corporations. Ken encouraged the board to assist the committee in making introductions to potential donors similarly to how Hugh Scott assisted in setting up the meeting with Bob Chapman of Barry Weihmiller who recently committed \$100,000 to CCF.

Fundraising for the Dog Park continues. The group has raised half of the funds needed.

The group discussed partnering with the School District on projects such as the natural playground presented by Patty. While Steven Rosenblum feels that the CCF should take the opportunities to partner with the School District, the group would like to have further discussion before committing to the project.

Mont Levy encouraged the CCF Board to look at the Century Garden project in relation to the new artwork. The design by SWT of the space is much bigger and more expensive than originally thought. The garden project may have to be phased if not fully funded.

Judy Goodman encouraged the group to remain focused on their asks and not be distracted. The Centennial year is the perfect time to make many of these asks. Cindy Rapponotti encouraged the group to proceed cautiously with

projects that could also include a big price tag for the City with regards to maintenance costs.

Board members interested in assisting on a Committee are encouraged to sign up with either Major Gifts or Annual Fund.

JJ Flotken reported on the Annual Fund Committee whose goal is to raise sustainable dollars to help CCF operate and to make CCF more well-known in the community.

Annual Fund has continued with supporting neighborhood gatherings hosted by CCF Board members. All members are encouraged to host similar gatherings in their neighborhoods.

The committee has recruited two new members and is looking for more. Volunteers are always helpful. Through the help of volunteers, Cindy Rapponotti collected over 100 e-mail addresses at the Musical Nights concert series.

JJ reported that after the mid-year mailing, CCF received 47 total donations of which, 23 were new donors. The average donation totaled \$191.

All That Glitters will be held at Clayton on the Park this year. The format has changed slightly and will feature desserts and drinks. Invitations will be sent soon.

The committee will be sending a year-end mailer to the community following the election. Board Members are encouraged to send post cards to their friends and neighbors encouraging them to contribute to CCF.

It was suggested that CCF should begin to send renewal letters to past CCF donors personally encouraging them to renew their commitment to CCF. Letters should be sent one year after the donor made their contribution.

5. Centennial Celebration Report

Judy Goodman noted that a quarterly Centennial calendar will be included in City Views. Also, a calendar of events will be updated on Clayton2013.com. Events in support of the new history book continue with a book signing at Kaldi's at the Crescent scheduled for Saturday. The Centennial planners have many partners including the School District. Elizabeth Robb reported that they are working with the Mayor's Youth Advisory Committee on a K-12 multi-media contest looking at what Clayton will be like in another 100 years. Awards will be given to one student in each grade level.

The Centennial planners continue work on the Party of the Century (POTC) scheduled for Friday, November 29, 2013. The group is working with POTC

partners, Cannonball, Contemporary Productions, and the Ritz Carlton. Carole Christie has come forward to assist with planning.

6. Nominating Committee

Dan Human presented a slate of officers that will be voted on at the January, 2013 Board of Directors meeting. Dan noted that the group is looking to expand and in addition to the members up for reelection, a slate new members-at-large will be presented in January. Likely on that slate will be Michelle Williamson from Centene. Other possibilities include John Kemper and Carol Klein.

7. CCF Arts Report

Bev Wagner reported that after submitting a proposal to St. Louis County to receive some of their Trova sculptures on a long-term loan, the CCF was awarded four sculptures. CCF Arts is considering locations for the works and have discussed the Nature Garden in Shaw Park, Wydown Boulevard, and Fontbonne University.

As the lender, CCF will have an agreement with the City of Clayton regarding installation and maintenance.

Further discussion is needed with Public Works and the Board of Aldermen will also need to approve the loan and the siting of the works. The CCF can always reject some or all of the works if they are unable to locate them within the City.

Bev moved that the CCF Board approve the loan of the four sculptures contingent on an agreement with the City and pending an agreement that satisfies the Executive Committee. The motion passed unanimously.

8. CCF History Report

CCF History is proud of the release of the new history book. The group remains active in other ways. Recently, CCF History welcomed the Board of Aldermen to the Hanley House so that they could view the organizations expanding collection and to point out the need for permanent archival and exhibit space.

The lecture series continues with success. Donna Rodgers Beard presented on the African American Experience in September. On November 15, Esley Hamilton will present on the Collegiate Gothic Style at Concordia Seminary.

Stay tuned for more details on the CCF Trivia Night which will return in 2013.

Mary Leonard will present on the new book at the Mid-County Library on November 10, 2012. The presentation will coincide with a special exhibit at the library on view during the month of November. Organized by CCF History, the exhibit will highlight the new book.

9. CCF Parks Report

Parks is continuing its efforts to review the Tree and Bench program.

10. New Business

There was no new business.

11. Next Meeting

The next meeting will be Wednesday, January 30, 2013 at 7pm.

12. Adjourn

Meeting adjourned at 8:45 pm.